

your guide to success



arts



lifestyles



events



**LAUREL
MAGAZINE**

2008 media kit

Preeminent - Since its inception in 2002, the Laurel magazine quickly became the popular reading choice for residents and visitors of the Highlands and Cashiers, North Carolina area.

Editorial Overview - Every month the Laurel magazine profiles and promotes the area's people, places and events in a vivid full color format.

Serving the many visitors and affluent residents of the region, the Laurel's monthly features and regular departments include local artists, history, golf, adventure, fishing, restaurant profile, recipe, travel and more.

In addition, the Laurel contains a calendar of events, complete listings of restaurants, lodging, golf and churches, making the Laurel a vital part of living, visiting and experiencing the area.

Circulation and Distribution

- The Laurel has a free monthly distribution of 10,000 copies (more in July, August and October, less in January, February and March). The Laurel can be picked up at hundreds of locations throughout the area, including hotels, chambers of commerce, country clubs, retail outlets, convenience stores, banks, real estate agents, grocery stores and

more. The Laurel magazine is the most widely distributed magazine in the Highlands and Cashiers, North Carolina area.

Free Stuff - Our advertisers

receive a multitude of added value incentives at no additional charge: • Ad design and ad photography • Ad displayed on www.themountainlaurel.com • A link to advertiser's web site on www.themountainlaurel.com from ad • Web address listed in Laurel's Web Directory • Listed in Laurel's At Your Fingertips - a comprehensive index of advertisers with corresponding page numbers.



Design and production of ads are included in advertising cost, however, if camera ready ads are submitted, please follow these guidelines:

- Only digital files are accepted.
- Media formats supported are: CD or DVD.
- Applications supported are: Adobe Photoshop, Adobe Illustrator, Adobe InDesign and QuarkXpress.
- Formats supported are: PDF, EPS, TIF and PSD.
- Artwork and photos should be processed at a resolution of no less than 300 dpi at 100% of desired printing size.
- Files should be prepared as CMYK.
- All fonts should be Post Script and included (screen and printer).

Ship to:
 Laurel Magazine
 2716 Bald Mtn. Road
 Dillard, GA 30537

PDF files can be emailed to:
 themtnlaurel@aol.com



Publication and Closing Dates - The Laurel publishes monthly with distribution beginning by the 1st each month.

Closing ad dates are the 1st of the month prior to publication.

January closes December 1st • February closes January 1st • March closes

February 1st • April closes March 1st • May closes April 1st • June closes May 1st • July closes June 1st • August closes July 1st • September closes August 1st • October closes September 1st • November closes October 1st • December closes November 1st.

advertising investments				
	1 Month	3 Months	6 Months	12 Months
1/8 Page 3.66" w x 2.25" h or 2.25" w x 3.66" h	\$160	\$140	\$130	\$120
1/4 Page 3.66" w x 4.60" h or 4.60" w x 3.66" h	\$280	\$260	\$245	\$230
1/2 Page 7.50" w x 4.60" h or 3.66" w x 10" h	\$500	\$470	\$440	\$420
3/4 Page 4.60" w x 10" h	\$710	\$680	\$650	\$620
Full Page 7.5" x 10" safety 8.375" x 10.875" trim 8.875" x 11.375" full bleed	\$900	\$875	\$850	\$800